Building the Pipeline

February 13, 2020
Development Professional’s Two Primary Goals

• Increase Giving from existing donor pool
  – Renewing, upgrading existing donors
  – Identify and secure new gifts from Organization constituency
    • ALZ: Intermediate Gifts, WALK, MIM, Art Auction/Gala, other Relationship Events

• Build Pipeline of Future Donors
  – Respond to leads internally
  – Proactively prospect, network
Building Block
Prospects/Pipeline

Where do Donors come from?

- Referrals from donors, volunteers and staff (49%)
- Upgrade annual gifts & events and other “points of entry” (26%)
- Development Officer prospecting and outreach (14%)
- Self-identified (9%)
- Clients (2%)
Role of Staff Leadership

Set the tone for supporting Development
Encourage team to “raise their hand” and celebrate success

• Executive involved in key donor relationships, strategy, solicitation & stewardship
  – Build strong local relationships with high potential donors and within high-end social, business or networking groups or organizations."

• Executive in many cases primary contact for specific major donors/prospects
  – Collaborate with Development Officer to play an active role re: strategy, next steps, ask

• Provide access to Board Members
• Participates in regular donor strategy discussions with Development Officer
The Prospect Pipeline

Discovery

Cultivation

Solicitation

Stewardship
Key Points: Pipeline Development

• We can identify more prospects through our annual/intermediate gift points of entry
• Executive sets expectations and creates environment for referrals
• Everyone plays an important role in identifying new prospects
• We work together engaging new prospects
Pipeline…next steps

• Executive agrees to deliver _____ leads annually/monthly
• Agree to conduct _____ donor-led intimate (home) parties per year to identify new leads
• Agree to conduct ____ personal visits together per year
• Identify 2-3 “Key Connectors” and engage together
• Monthly prospecting/cultivation meetings
Questions…Idea Sharing?

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